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New Creations in Dahlias

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AND DISTRIBUTION

MAY 4 1909
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Bouquet of
Peacock's New Dahlia,
"JACK ROSE."

Photographed in bright
sunshine in order to get
full detail.

Showing how the glistening sheen
in the sunlight lightens up the giant
rich crimson flowers, and giving an idea
of its value for decorations, especially
under bright artificial light.

Grown by

PEACOCK DAHLIA FARMS

Williamstown Junction, New Jersey

New Creations in Dahlias



It is with pardonable pride that we present this descriptive Catalogue of our New Dahlias (originated by the well-known specialist, L. K. Peacock), which are acknowledged to be the greatest advances made in their classes and types. It is a great gratification to us that our advance offers were so readily taken, as shown by the unstinted praise bestowed upon them in many of the leading catalogues. Some of the most conservative houses, that offer new things only after a complete trial, were so impressed by their exceptional merits that the try-out was dispensed with. Every Dahlia lover, as well as every commercial seedsman and florist, should grow this entire collection, which combines more real merit than was ever offered before.

While we are offering a most superb collection of the Newer Cactus Dahlias, it is to the Giant Decorative that we must turn for the greatest value. In England, as well as Continental Europe, the leaders are turning more and more to the double and semi-double Decoratives, the latter the so-called peony-flowered. In the former class we offer Jack Rose and Virginia Maule, and in the latter type, Sensation and Big Chief. These four varieties are not only entirely distinct, but represent the greatest advance made in Dahlias, and for the amateur, for exhibition, or for commercial purposes, are in a class by themselves.

In the Fancy class, Ethel Schmidt will become the popular favorite; while Princess Victoria will take its place as the finest pure canary yellow Show Dahlia.

GLADYS, a new Giant Century Dahlia, will usurp the place long held by 20th Century, being brighter and a much better keeper; while Rose Pink Century outclasses in every way the older Pink Century.

THE NEW FRINGED CENTURIES, however, will probably attract even greater attention. The value of this new type can be best realized by comparison of the old-time Petunia with the New Giant Fringed. This might also be an opportune time to announce that we expect to introduce, in the near future, several new varieties, among them a Giant Rose Pink Decorative.

Special Announcement

We would further announce that Mr. L. K. Peacock, the original American Dahlia specialist, and the leading American Dahlia authority, is associated with us and will continue to devote his entire time and energy to the perfecting of new and improved varieties and types.

We cordially invite all interested to visit our farms at Williamstown Junction, N. J., (Atlantic City Branch of the Reading Railroad, ferry ft. of Chestnut st., Phila., Pa.), where we have 115 acres of land which is specially adapted to the growing of Dahlias.

Soliciting a share of your patronage, we are,

Very respectfully, yours,

PEACOCK DAHLIA FARMS

Incorporated under the laws of the State of New Jersey.

Guarantee. We guarantee every plant, bulb, or root sent out by us to be just as represented, absolutely true to name, to reach destination safely in perfect condition, and prove entirely satisfactory; we will cheerfully replace any that should prove otherwise.

Terms. Cash with order. Remittances may be made by Bank Draft, Post Office or Express Money Order, or Registered Letter at our expense and our risk.

Errors. While we exercise every care, errors may occur occasionally. In such a case kindly notify us at once, and correction will be promptly and cheerfully made.

Reference. As to our business integrity and reliability, we would refer anyone to the National State Bank, Camden, N. J.

Name and Address. Be sure and write name and address plainly on each order or communication.

Address all orders or communications to

PEACOCK DAHLIA FARMS

Williamstown Junction, New Jersey

Jack Rose

(PEACOCK)

The floral sensation of the season, and the greatest Dahlia acquisition. The flowers are large to very large, measuring 6 to 7 inches across and 4 inches deep, with a full high center; the outer petals reflex to the stem as the flower fully expands. The form is all that can be desired; petals open in almost endless quantity until finally the center is reached; being absolutely full, and showing no yellow whatever in the fully expanded flower. The petals are of great substance, and the flowers will last longer than those of any other Dahlia, and as nothing like it in color can be found in Chrysanthemums, it sells freely at the highest price through the Chrysanthemum glut.

Jack Rose color is that of the universal favorite "Jack" Rose (General Jacqueminot) from which it derives its name. That rich velvety crimson that cannot be found elsewhere—that brilliantly rich color that appeals so strongly to every one. Its superior and exclusive merits are acknowledged by all.

Jack Rose plants are a marvel of vigor and health. Strong dwarf bushy plants of branching habit, with long erect flower stalks, producing from 25 to 50 flowers on 20 to 24 in. stems, by following our single stem branching system. Last Fall we cut as high as 14 blooms, on 2 ft. stems, from a single plant at one cutting and which were sold by Alfred H. Langjahr, 55 West 28th st., New York City, at 6c. each. Again, we print following telegram which speaks for itself, coming as it does in a chrysanthemum glut, Oct. 22, 1908.



New Decorative Dahlia, Jack Rose

Buffalo, N. Y., Oct. 22, 1908.
Peacock Dahlia Farms, Atco, N. J.
(Our telegraph office).

Can use **one thousand Jack Rose** or less, or like color. Wm. F. KASTING Co.

We sent the Jack Rose, as, of course, there was no other like color.

Jack Rose was awarded a First-Class Certificate by the Pennsylvania Horticultural Society and the Morris County (N. J.) Horticultural Society.

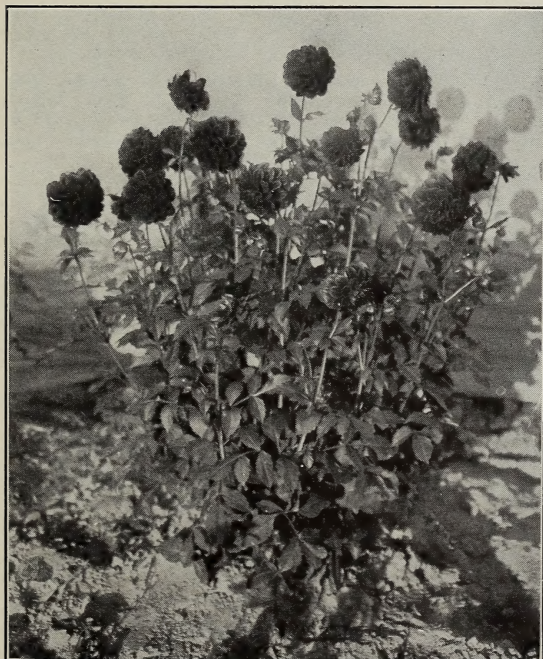
Jack Rose, it will thus be seen, is *The Commercial Dahlia*. It is of largest size, perfect form, great substance, a good shipper, has long, straight, slender stems, is an early and profuse bloomer, and, last of all, it has that *gorgeous Jack Rose color not found in any other Dahlia nor in the Chrysanthemum*. It is, therefore, the greatest *money-maker* for every florist in the country. This we have demonstrated above and will again call your attention to the fact that we make no wild claims, but give cold commercial facts:

First.—We give the name and address of the wholesale florist who sold both Jack Rose and Virginia Maule during the glut in Dahlias last Fall at \$6.00 per 100.

Second.—We reproduce one of the telegrams received by us from Wm. F. Kasting Co., of Buffalo, so that any doubting florist can verify our statements. We produce a photograph of Jack Rose bloom and a plant of Jack Rose as grown under our single stem branching system. This plant shows its wonderful habit and general all-around good qualities, as well as its immense productiveness.

Third.—The plant is of sturdiest habit, strong and vigorous, coming into flower early in the season and blooming continuously, with every flower perfect, until killed down by frost.

Fourth.—The form of Jack Rose, its long stems and great size, allow it to be used in decorations, in connection with the Chrysanthemum, and thus fill in what the Chrysanthemum lacks—gorgeously brilliant crimson.



Plant of Jack Rose Dahlia

JACK ROSE—Continued

Fifth.—The stalks and stems of Jack Rose are very hard; they withstood the storms and heavy gales last Fall, not one plant being broken down.

Sixth.—Unlike so many good varieties, Jack Rose makes the finest roots for handling—heavy, compact, thick-necked, that can be handled without breaking; keep perfectly and increase rapidly from divisions.

Seventh.—The most conclusive evidence of the superiority of Jack Rose over all other Dahlias is the way the leading houses have taken it up and pushed it.

In conclusion, we claim that Jack Rose is a thoroughbred and the finest all-around Dahlia on earth. It was originated by L. K. Peacock in

1905, raised by the Peacock Dahlia Farms in 1906, and introduced by the Peacock Dahlia Farms in the Fall of 1908. We offer the plants for sale under the following liberal

CONDITIONS.—We guarantee every plant to be true to name, just as described and represented; the safe arrival of every plant, in good condition, to the purchaser; perfect willingness to give any information to every customer, based upon our years of testing and growing; entire satisfaction.

HEADQUARTERS.—We have a splendid stock and can fill all orders promptly. Strong plants now ready for immediate delivery.

Price, 75c. each, \$7.50 per doz., \$60.00 per 100.

Virginia Maule

Originated by Mr. Wm. Henry Maule, of Philadelphia, and now offered by the Peacock Dahlia Farms. A great improvement over Mrs. Roosevelt, being of the same size but a much stronger and more upright grower of branching habit and long straight stems, in marked contrast to the rigid drooping stems of Mrs. Roosevelt.

We call attention to the spray of blooms to show the way the flowers are carried on the stems. Some idea of the immense size of the flowers can be had by comparison with the leaves, which are very large and broad themselves. Observe the budded shoot to the left and the immense bracts, and note how erectly the bud is

carried, also the single flower, which shows its exquisite formation; it lacks that harsh shade found in Mrs. Roosevelt, having the same delicate pink tint of that international favorite, Mrs. Gladstone, and the beautiful full center of Nymphaea.

As seen in the flower, the petals are of such immense length that the bracts do not show and there is no hard green center at any stage of development. The plants are very strong and vigorous, growing 4 to 5 feet high; of branching habit, and an early and profuse bloomer.

Virginia Maule is the commercial Light Pink Dahlia, selling two consecutive seasons at \$6.00 per 100 blooms; supplanting all others of its color in the cut flower market and will find its way to every Dahlia collection.

Headquarters. We have grown the originator's stock for two years and we are therefore headquarters for high-grade stock.

Price, strong plants, now ready, 75c. each, \$7.50 per doz. A few whole clumps (full undivided crowns), \$1.50 each, \$15.00 per doz. Divided roots, 75c. each, \$7.50 per doz.

Princess Victoria

(PEACOCK)

A cross between Storm King and Queen Victoria. The absolutely perfect, pure canary yellow Show Dahlia. The plants are very early and profuse bloomers of the dwarf, Storm King branching habit, but with very much longer stems, and producing flowers of full, round, most approved form, 5 inches in diameter, in contrast to so many yellow Show Dahlias.

Princess Victoria retains the same full-canary yellow without shade or blemish from bud to old age. It is entirely distinct from any other yellow Show Dahlia. It is a profuse bloomer on very long graceful stems. The petals are not quilled but cupped, while the flower is absolutely full to the center. Everyone wishing the best full yellow Show Dahlia should secure Princess Victoria.

Price, strong plants, \$1.25 each, \$12.50 per doz. We regret that, owing to the limited stock, we cannot offer more than one dozen to any one purchaser.



Decorative Dahlia Virginia Maule



New Decorative Dahlia, Virginia Maule

Ethel Schmidt (PEACOCK)

A cross of Storm King and Lottie Eckford, that will soon be the standard of this type, on account of its early and profuse blooming, together with its long, graceful stems. The color is white, suffused pink, dotted and penciled crimson. It is of perfect, full round form; a trifle lighter than Eckford, but will give three times as many flowers on 18- to 24-inch stems. (See photograph, greatly reduced.) Fancy Dahlias of this type are the most popular and there will be a great demand for

the variety. We suggest that orders be sent early, for although we have a fine stock of strong plants we do not believe it will be equal to the demand.

Price, strong plants, 75c. each, \$7.50 per doz., \$60.00 per 100.

Ethel Schmidt was one of our most profitable cut flowers the past season. Owing to its bright, fresh and dainty appearance, it brought top price, and being such a profuse bloomer it proved one of the most lucrative we had.

Sensation (PEACOCK)

A New Double Century or Peony-flowered Dahlia that attracted the greatest attention in our fields the past two years. Color vivid vermilion, heavily tipped snow white. The photograph can give no conception of the great brilliancy of this flower. The bright rich vermilion and the snow white to the yellow center make a contrast very startling, yet pleasing, and the name was a result of the comments on this most remarkable flower. Its great value can be readily seen—the graceful elegance of the Giant Century and the lasting quality of the Decorative. The plant is a very strong, heavy, sturdy grower, of branching habit, producing the flowers on very long, straight stems; it

stands 5 feet or more in height and was a sensation to the thousands of visitors at our place. As the photograph will show, this flower is one of Nature's masterpieces. The red is the richest vermilion imaginable and does not mingle with the white, but has the appearance of having been applied to each petal with a master artist's touch. The tipping is on every petal, but always a little different. The plant is an early and extremely profuse bloomer, distinctly unique and striking, and for cut-flower purposes, most profitable. Each flower lover should have Sensation on his grounds.

Price, strong plants, now ready, 75c. each, \$7.50 per doz., \$60.00 per 100.

Big Chief (PEACOCK)

A giant peony-flowered variety that is entirely distinct from any other of this type; received most favorable comment the past two seasons, and the highest price in the wholesale cut-flower market. The petals are 3 inches long, brilliant cherry red, margined rich velvety maroon; one of the richest and most harmonious combinations. The plants are very strong and vigorous, growing 5 feet high and producing flowers in endless profu-

sion on stems 2 to 3 feet long. The flowers are of more open formation than the Sensation, with a light, airy, butterfly daintiness, although 6 to 7 inches across. The stems are long and slender, making them available for the most artistic decorations. Big Chief is a winner as a specimen plant or for cut flowers.

Price, strong plants, 75c. each, \$7.50 per doz., \$60.00 per 100.

Peacock's New Century Dahlias

20th Century and the succeeding varieties of this class were originated and introduced by L. K. Peacock, who has been working on this group with that skill, energy, and persistence for which he is noted and now offers as the crowning point of his labors *two Century Dahlias that won't fade.*

Gladys (Peacock). Too much could not be said of this exquisite New Century. As shown by the illustration (from a photograph taken October 20th), this wonderful variety does not fade. A close examination of the photograph itself will show it to be a thoroughbred, but its harmonious combination and blending of the colors, shades and tints defy adequate description, and must be seen to be fully appreciated. It is the most perfect Century Dahlia ever produced; distinctly clear-cut in appearance, which, combined with great substance, insures long keeping qualities. It is of largest size. Note the immense size of the petals in comparison with the center or flower head. It is distinct from all other Century Dahlias, as it has a broad band of brilliant rosy crimson through the center of the outer two-thirds of the petal, and a brilliant rosy pink band on either side, with a white penciling dividing them, and a snow white disc, with yellow halo, around the golden yellow center. In contrast with the other flowers, it holds its color and does not fade until killed by frost in the Fall. The plants are strong growers,

of branching habit, freely blooming, with long straight stems. As the flower keeps longer than any other variety, in addition to holding the color, it will be the cut-flower Century and will supplant the celebrated 20th Century, which has held its own as the best until now it is superseded by a fairer offspring. Gladys is a profuse bloomer and on account of its superlative qualities will be in great demand for years to come. We advise all to order early, as we do not believe our present stock will be sufficient to fill the great demand.

Price, strong plants, 75c. each, \$7.50 per doz., \$60.00 per 100.

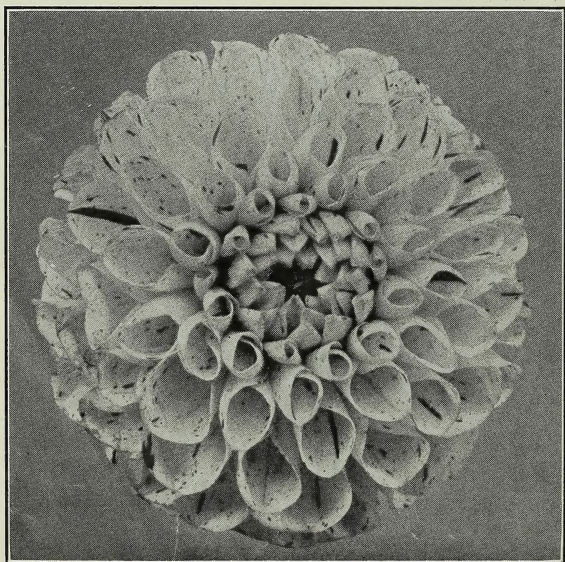
Rose Pink Century (Peacock). When we produced Pink Century we thought it could not be improved. As it was a result of a cross of 20th Century and Mrs. Roosevelt, it, however, inherited one very bad trait of Mrs. Roosevelt, the crooked rigid stems. Rose Pink Century not only has a very long and absolutely straight stem 2 to 3 feet long, but is of immense size, 6 to 7 inches across, and a clear rose pink color—the color found in A. D. Livoni—and will therefore supplant the old Pink Century. The plants are perfect giants, growing 5 to 6 and even 7 feet high, with an immense stalk and heavy branches. Even the roots respond to the giant; single tubers are sometimes 10 inches long, and 3 inches in diameter, and the neck approaching the crown is 2 inches thick, in contrast with the majority of single Dahlias, which cannot be handled without breaking the necks of tubers, rendering clumps worthless. The flowers are of great substance and last when cut as long as any double, thus making them of the greatest commercial value as cut flowers for shipment. Every lover of single Dahlias should grow this variety.

Price, strong plants, 75c. each, \$7.50 per doz., \$60.00 per 100.

New Fringed Century Dahlias

A NEW SENSATION

Our Mr. L. K. Peacock has been experimenting since 1893, trying to produce a race of fringed Dahlias. His early successes, though marked, were slight in comparison with what he has now produced, and in **Ragged Robin**, a gorgeous crimson to be introduced in 1910, he has almost reached his ideal. This variety is a break from the fringed type described herein.



New Fancy Dahlia, Ethel Schmidt

New Fringed Century Dahlia

A new race originated by L. K. Peacock and now introduced by us.

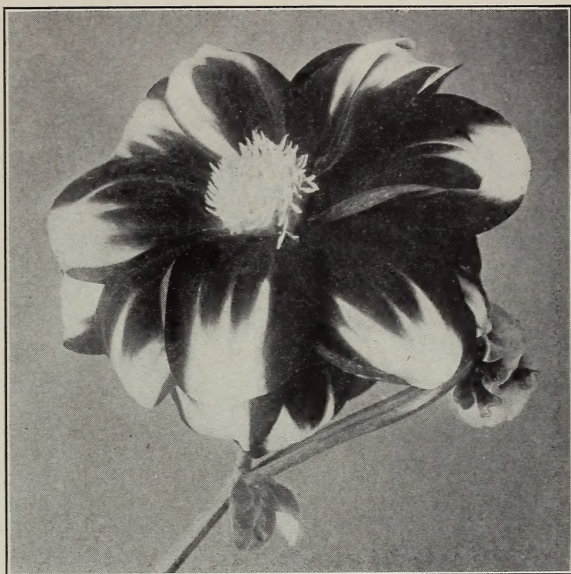
Fringed 20th Century. Similar to the 20th Century, with more carmine and less crimson purple than found in the latter; hence, it holds its color throughout the season. Not quite as early as 20th Century, but responds marvelously to the best treatment. First flowers are much larger than 20th Century; petals are deeply cleft, which gives a beautiful fringed appearance. As the season advances, flowers will grow smaller, but the plants are very hard and will stand heavy feeding, which will keep up heavy giant flowers until frost. They are of great substance and keep well after being cut. More upright grower than 20th Century, with long, straight, slender stems.

Price, strong plants, 75c. each, \$7.50 per doz., \$60.00 per 100.

Fringed Beauty. This is indeed a beauty. Flowers are large, with strong erect stems; color white overlaid and suffused soft rosy lake; each petal cleft and notched in the most beautiful and artistic manner. A flower of such elegance as to suggest the name and claimed by hundreds of visitors to be the loveliest single Dahlia on our place. Its beautiful and novel form, and its delicate and chaste appearance render it the most profitable single Dahlia for commercial cut flowers. Should be placed in every collection.

Price, 75c. each, \$7.50 per doz.

We regret that, owing to limited stock, we cannot offer more than one dozen to one purchaser.



New Double Century Dahlia. Sensation

Rebecca Mayhew. Large; snow white; early; profuse bloomer. A great improvement over Alba superba. Finest single white Dahlia in existence.

Price, strong plants, 75c. each, \$7.50 per doz., \$60.00 per 100.

Exquisite New and Rare Cactus Dahlias

The following collection embraces the very best of the newer Cactus Dahlias and can be depended upon to give the greatest satisfaction, having been selected from over a thousand varieties.

Strong plants guaranteed to reach purchaser in good condition and to give entire satisfaction.

Alexander Immer. Rich velvety maroon, Each almost black\$0.35

Ægir. Bright vermilion crimson; uniquely distinct form15

Cockatoo. Clear yellow, tinted fawn, tipped white; fine..... .35

Comet. Very large; beautiful silvery rose; Each spotted and penciled crimson.....\$0.25

Coronation. Dwarf, branching; medium size; splendidly formed flower; very profuse; color rich vermilion scarlet..... .25

Country Girl. Large; deep golden yellow, tipped bright amber..... .25

Crayfish. Beautifully formed; long, narrow, incurved petals; very large; bright coppery scarlet..... .25

Crimson Beauty. Handsome bright crimson25

Edith Groom. A fine pure white.... .25

Effective. Very distinct; rose, shaded deep amber..... .25

Ella Kraemer. Large; clear rosy pink, tinting lighter toward the base of the petals..... .25

Gracie. Salmon-red, overlaid pale violet35

H. Shoesmith. Brilliant crimson scarlet. The best of its color..... .35

Innocence. Lemon yellow, margined white35

Jessie. Deep rosy pink, tinting to white at center..... .25

Liberty. Exquisitely formed; bright carmine, shaded to maroon..... .25

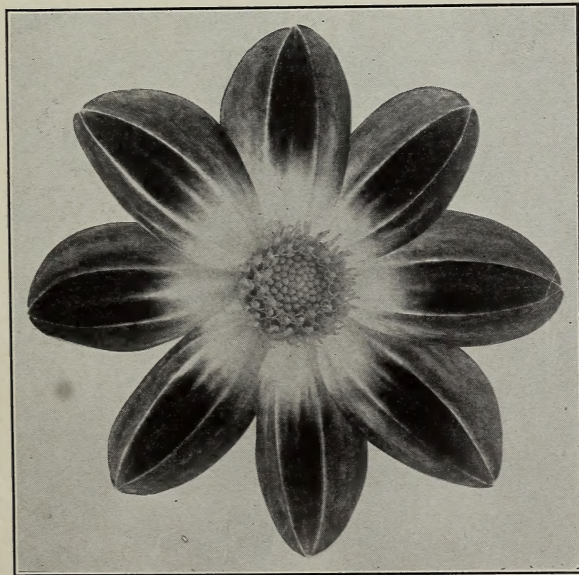
Juliet. Rosy pink, tinting lighter toward the center..... .25

Lord of the Manor. Bright crimson scarlet. Very fine..... .25

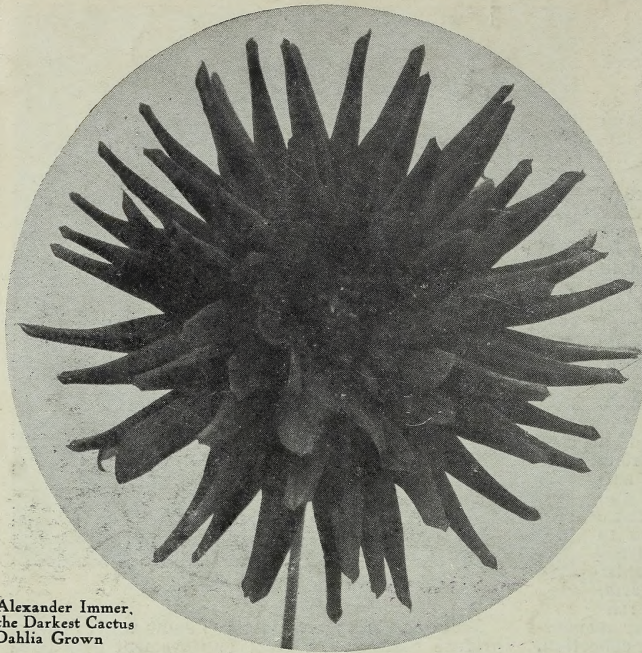
Lord Roberts. One of the best pure white; very profuse; splendid form; full to the center..... .25

Marjorie Caselton. Rose pink, tinting lighter toward center and tips.. .35

Master Carl. Very large; bright orange-salmon25



New Century Dahlia, Gladys



Alexander Immer,
the Darkest Cactus
Dahlia Grown

Minnie West. Primrose yellow to creamy white; very large; long incurved petals...	Each \$0.25
Miss Dorothy Oliver. Very large; soft primrose, shading to light yellow.....	.25
Mrs. Clinton. Yellow, shaded salmon scarlet. One of the best.....	.15
Mrs. F. Grinstead. A deep rich crimson, slightly overlaid violet.....	.35
Mrs. Geo. Stevenson. Very fine; full canary yellow35
Mrs. J. P. Mace. Very large; finely formed; soft blush pink.....	.50
Nelson. Rich crimson, shaded bright magenta50
Pink Pearl. Soft rose pink, tinting lighter toward center35
Purity A large, finely formed, pure white..	.25
Radium. A very distinct orange rose.....	.50
Reliable. A very profuse bloomer; color salmon yellow, shaded darker.....	.25
Rev. D. R. Williamson. Deep velvety crimson25
Rising Sun. A pleasing combination of the sunrise shades25
Royal Scarlet. Fine; bright scarlet.....	.25
Rosy Morn. Bright carmine rose, tinting light toward base of petals.....	.25
Silver Wings. Delicate silvery white....	.35
Sweet Nell. Delicately beautiful soft pink.	.35
The Pilot. Exceptionally fine-formed, long, narrow petals; yellow shading to bright terra-cotta25
Thomas Parkin. One of the finest formed, with long, narrow petals; color bright terra-cotta35
White Swan. Very fine pure white Cactus.	.25
Yellow Gem. Pure light yellow.....	.25

For other varieties, see Special Catalogue.

Selected Decorative Dahlias

Jack Rose. (See page 3.).....	Each \$0.75
Mme. Van den Dael. Very large; soft silvery rose; beautiful form. One of the best and should be in every collection.....	.25

Mme. A. Lumier. Very large; Each pure white with violet red points; distinct; striking....	\$0.25
Princess Victoria Louise. Large; deep rosy pink. Fine.	.25
Souv. de Gustave Duzon. Immense size, 8 to 9 in. across; valuable, it being the largest of Dahlias; dull scarlet.....	.25
Yellow Le Colosse. Very large; bright yellow; perfect form and long stem.....	.35
Virginia Maule. (Page 4.).	.75
For other varieties see Special Catalogue.	

Show Dahlias

A Few of Exceptional Merit

Black Diamond. Rich purple maroon, shaded black.....	Each \$0.25
Cuban Giant. Rich crimson; very large; long stems.....	.25
Chas. Lanier. Very large; fine; buff yellow, shaded amber....	.35
David Johnson. Salmon, shaded and overlaid rose.....	.25
John Walker. The best pure white Show Dahlia; large; fine form; profuse bloomer; long stems15
Pink Dandy (Peacock). Large; pure rose pink, with long, stiff stems15

White Dandy (Peacock). A pure white sport of Pink Dandy. Flowers large; full round form, with long stems. The best white Show Dahlia for cut flowers where 2- to 3-foot stems are wanted..... .25

For other Show, also Fancy, Pompon and Single Dahlias, see Special Catalogue.

Lilium Philippense

This charming new Lily comes from the mountains of the Philippines and grows most luxuriantly in America. **Strong blooming bulbs, 25c. each, 5 for \$1.00.** Complete cultural directions with each order.



Lilium
Philippense